

RECEIVED

APR 20 2001

Page 1 of 2

INFORMATION DISCLOSURE CITATION IN AN APPLICATION

 ATTY. DOCKET NO.
 Technology Center 2100
 38188-382

 SERIAL NO.
 09/766,636

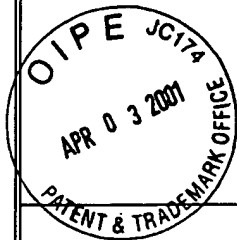
 #2
 7-10-01

 APPLICANT
 Alan K. GORENSTEIN

 FILING DATE
 January 23, 2001

GROUP

(PTO-1449)



U.S. PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
KHL	5,930,762	7/27/99	Masch			
	5,956,693	9/21/99	Geerlings			
	5,983,180	11/9/99	Robinson			
	6,009,407	12/28/99	Garg			
	6,061,658	5/9/00	Chou et al.			

FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No
KHL	JP6012426	1/21/94	Japan (English Abstract)				

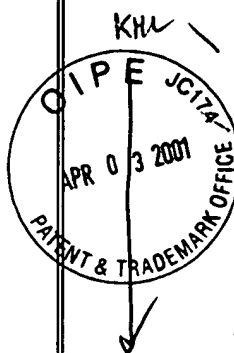
OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)

KHL	Barnoff et al., "Industry Segmentation and Predictor Motifs for Solvency Analysis of the Life/Health Insurance Industry", <i>Journal of Risk and Insurance</i> , v. 66 n. 1, pp. 99-123, Mar. 1999.
	Malhotra et al., "Marketing Research: A State-of-the-Art Review and Directions for the twenty-first century", <i>Journal of the Academy of Marketing Science</i> , v. 27 n. 2, pp. 160-183, Spring 1999.
	Ezop, "Database Marketing Research", <i>Marketing Research: A Magazine of Management & Applications</i> , v. 6, n. 4, pp. 34-41, Fall 1994.
	Riquier et al., "Probabilistic Segmentation Modeling", <i>Journal of Market Research Society</i> , v. 39 n. 4, pp.57-73.
	Moritz et al., "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which Intenders Actually Buy?", <i>Journal of Marketing Research</i> , v. 29 n. 4, pp.391-405, Nov 1992.
	Grover et al., "Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments", <i>Journal of Marketing Research</i> , v. 29, n. 1, pp. 76-89, Feb. 1992.

RECEIVED

Page 2 of 2

APR 2 0 2001



KHL
Kopp et al., "A Competitive Structure and Segmentation Analysis of the Chicago Fashion Market", *Journal of Retailing*, V. 65 n. 4, pp. 496-515, Winter 1989.

Li, "Preventing Model Muddle (Use of Response, Risk, and Combination Models)", *Direct Marketing*, v. 52 n. 4, pp. 20-22, August 1989.

Dilon et al., "LADI: A Latent Discriminant Model for Analyzing Marketing Research Data.", *Journal of Marketing Research*, v. 26 n.1, pp.15-29, Feb 1989.

EXAMINER

KHL

DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.